



METROPOLITAN
TRANSPORTATION
COMMISSION

Joseph P. Bort MetroCenter
101 Eighth Street
Oakland, CA 94607-4700
TEL 510.817.5700
TDD/TTY 510.817.5769
FAX 510.817.5848
E-MAIL info@mtc.ca.gov
WEB www.mtc.ca.gov

Memorandum

TO: Administration Committee

DATE: September 4, 2013

FR: Deputy Executive Director, Policy

W. I. 1112 & 1161

RE: Contract: Web Design Services: Visual Strategies, Inc. (\$250,000)

This memorandum requests Committee approval of a contract with Visual Strategies, Inc. to redesign the MTC and BATA websites and undertake other related projects within the approved FY 2013-14 MTC and BATA budgets, not to exceed \$250,000.

Background:

In November 2012, MTC issued a Request for Qualifications (RFQ) for design services for MTC, BATA and MTC SAFE with the goal of establishing a bench of qualified consultants to handle a variety of print and electronic design/production/programming tasks through June 2013. The outside design consultants provide backup to MTC's in-house graphics team in order to keep high-profile publications and web projects on track, and to bring specialized expertise to complex projects.

Consultant Selection Process

In February of 2013, the Administration Committee approved a panel consisting of six firms. Four of these firms were approved to handle web design work: Visual Strategies, Inc., MIG, Inc., Civic Resource Group, and Finger Design Associates, which was incorrectly identified at the time of panel approval as Finger Design/Mediatrope, LLC. With respect to specific design services, the RFQ provided MTC with the option of issuing an informal Request for Proposal or directly entering into a contract with a firm on the panel.

In May of 2013, MTC issued an informal Request for Proposals to these four firms for a major overhaul of MTC's website, mtc.ca.gov, as well as the BATA website, located at bata.mtc.ca.gov, to incorporate dynamic features, update a design that has remained largely unchanged for several years, and transfer the sites to a content management system for easier maintenance. All four firms responded, and were evaluated on the basis of previous experience with websites and working with governmental entities, expertise of their respective teams, creativity, pricing and schedule. On the basis of the evaluation, staff's initial intention was to seek Committee approval to award the work to Finger Design Associates. However, Finger Design Associates was unable to proceed due to its inability to reach contractual terms with its subcontractor, Mediatrope, LLC. As a result, based on evaluation of the same criteria, staff recommends the selection of Visual Strategies, Inc.

Specific tasks relating to the website overhaul include:

- Developing a back-end system for delivering content.
- Improving navigation so that our partners, the press, researchers, commuters and interested members of the public can more easily find what they're looking for.
- Developing improved web usage tracking tools.
- Integrating interactive features such as social media, commenting and photo sharing.
- Improving search capabilities and integrating a more robust and efficient system for generating the calendar and posting packets.
- Creating a separate area where transportation partners can exchange technical information.
- Adapting our websites for new delivery platforms such as smart phones and other mobile devices.
- Improving ADA accessibility, and exploring dynamic foreign-language translation.
- Configuring new servers to host our sites.
- Examining the benefits, cost and feasibility of developing an agency-wide portal integrating our news and information web sites with our customer service sites, namely the websites for FasTrak[®], Clipper[®] and 511.

Recommendation:

Staff recommends that this Committee authorize the Executive Director or his designee to negotiate and enter into a contract with Visual Strategies, Inc. in an amount not to exceed \$250,000 for the MTC/BATA web overhaul project in FY 2013-14, with the option of renewing this contract for two additional years, in one year increments.



Ann Flemer

BK:AF

REQUEST FOR COMMITTEE APPROVAL

Summary of Proposed Consultant Contract

Work Item No.: 1112; 1161

Consultant: Visual Strategies, Inc., Oakland, CA

Work Project Title: Overhaul of MTC's Primary Websites/Development of Web Portal

Purpose of Project: Provide design, production and programming for the overhaul of MTC's website at mtc.ca.gov as well as the BATA site at bata.mtc.ca.gov. Create portal that enables users to easily navigate among MTC-sponsored web sites. Other web tasks as assigned.

Brief Scope of Work: Conduct research into web use and audiences; develop mock-ups of proposed designs showing new navigational structure; develop back-end platform for delivering web content; integrate social media and enhanced search function into websites; incorporate ADA guidelines for disabled users as well as translation features and interactive features; adapt sites for mobile devices; migrate content to new platform; train staff in new content management system; develop umbrella portal to integrate MTC's various web properties; develop and incorporate social media into site, etc. Maintain One Bay Area site. Other web tasks as assigned.

Project Cost Not to Exceed: \$250,000

Funding Source: TDA and bridge tolls

Fiscal Impact: Funding is included in FY 2013-14 MTC and BATA budgets

Motion by Committee: That the Executive Director or his designee is authorized to negotiate and enter into a contract with Visual Strategies, Inc. to provide web design and production services through June 2014 as described above and in the Executive Director's September 4, 2013 memorandum with the option of renewing for two additional years, in one-year increments subject to the approval of future budgets, and the Chief Financial Officer is directed to set aside funds in the amount of \$250,000 for this contract in FY 2013-14.

Administration Committee:

Adrienne J. Tissier, Chair

Approved:

Date: September 11, 2013